

## Course Agenda: Managing Outreach Activities

### Course Summary

**Course Duration**

90 min

**Audience**

Communications Team or IQ users who manage an office’s outreach activities such as eNewsletters, Press Releases, Surveys or WebForms.

**Method of Training**

WebEx/remote

**Market**

House, Senate

**Customer Service**

US Senate email:  
[helpdesk\\_iq@scc.senate.gov](mailto:helpdesk_iq@scc.senate.gov)

General Support Email:  
[support@IQservicedesk.com](mailto:support@IQservicedesk.com)

Live Chat support available within IQ

703-206-0188

Monday –Friday  
7 AM to 7 PM (EST)

*\*Extended Hours vary by contract.*

**Website**

[www.intranetquorum.com](http://www.intranetquorum.com)

**Document Revision Date:**

December 2021

### DESCRIPTION

**Pre-requisite:** New users of the IQ Tool are recommended to take the *Introduction to IQ4* course prior to attending this course.

This content of this course is focused on the activities and features associated with the *Outreach* module of the IQ4 Tool.

### OPTIONAL

To enhance the learning experience of this virtual training, participants may follow the instructions provided in the presentation by logging into their IQ account using an additional workstation.

Since the training session is a LIVE demonstration, please keep in mind that technical issues unrelated to the course may need to be addressed outside the session by an Office IQ Consultant.

#### 1 Introduction

Overview of Outreach Module

#### 2 Audience

Using the Audience Builder

#### 3 eNewsletters / Press Releases

Creating and Publishing an eNewsletter/Press Release  
Creating AB Tests

#### 4 Surveys and Web Forms

Creating and Managing Surveys and Web Forms

#### 5 Reports

Generating Reports for eNewsletters

#### 6 Wrap Up